

CANADIAN PRESS/ LEGER MARKETING

What Frightens Canadians About Driving

Report



1.0 Study Highlights

- Nearly nine out of ten Canadians have a driver's licence.

Question : *Do you have a driver's licence?*

n=1501	YES	NO
Canada	87%	12%

- Nearly two out of ten Canadians are frightened when travelling in a car driven by their spouse

Question : *Are you ever scared when you are travelling in a car driven by...?*

... YOUR SPOUSE			
(n=1508)	YES	NO	Doesn't apply
	18%	61%	20%
... ANOTHER PERSON			
(n=1508)	YES	NO	Doesn't apply
	48%	51%	1%

- Fear factors: bad weather, alcohol at the wheel and speeding.

Question : *Under what circumstances are you the MOST scared when you are travelling in a car driven by someone else?*

n=1501	TOTAL
... by bad weather	30%
... when the car is going too fast	27%
... when the driver has been drinking	23%
... when traffic is heavy	10%
... None of the above/ Doesn't apply	9%
Doesn't apply / Refusal	1%

- Highway driving causes the most fear.

Question : *Are you more scared when the car you're in is ...?*

n=1501	
... on the highway	37%
... in the city	33%
... on a secondary road	13%
None of the above/ Doesn't apply	15%
Don't know	1%

- Nearly three quarters of passengers express their fear to the driver.

Question : *Do you... ..express your fear to the driver?*

n=1501	YES	NO	Doesn't apply	Don't know
Canada	70%	21%	7%	1%

- Nearly half of drivers change their way of driving when the passenger expresses fear.

Question : *When you express your fear, does the driver generally...*

n=1066	
... <i>change the way he/she is driving?</i>	46%
... <i>reassure you?</i>	28%
... <i>make fun of you?</i>	10%
... <i>get angry?</i>	7%
None of the above	7%
Don't know	2%

2. Results

2.1 Nearly nine out of ten Canadians have a driver's licence

87% of adult Canadians have a driver's licence.

Men (92%), 45-54 year olds (93%), those with a family income above \$60,000 \$ (95%), professionals (94%) and university graduates (96%) are the ones most likely to hold a driver's licence.

18-24 year olds (73%) and those with a family income below \$20,000 are less likely to have a driver's licence.

Question : *Do you have a driver's licence?*

n=1501	YES	NO
Males	92%	8%
Females	84%	16%
Canada	87%	12%

2.2 Nearly two out of ten Canadians are frightened when travelling in a car driven by their spouse

18% of Canadians are frightened when they are passengers in a car being driven by their spouse.

However, 48% of Canadians say they are scared when the car is being driven by another person. 53% of those who are afraid had previously been involved in an accident when someone else was driving. However, there are no significant differences between men and women in terms of the fear they feel when the car is being driven by their spouse or by another person.

Question : *Are you ever scared when you are travelling in a car driven by...?*

... YOUR SPOUSE			
(n=1501)	YES	NO	Doesn't apply
	18%	61%	20%

... ANOTHER PERSON			
(n=1501)	YES	NO	Doesn't apply
	48%	51%	1%

2.3 Fear factors: bad weather, alcohol at the wheel, and speeding

According to 30% of Canadians, bad weather is one of the factors that frightens them when they are travelling in a car driven by another person. Other factors that cause fear are speeding (27%), driving under the influence (23%) and heavy traffic (10%).

Francophones are more frightened by speeding (33%) whereas anglophones are more affected by bad weather (34%) and allophones are more concerned when the driver has been drinking alcohol (31%).

Question : *Under what circumstances are you the MOST scared when you are travelling in a car driven by someone else?*

n=1501	TOTAL	Mother Tongue: French	Mother Tongue: English	Mother Tongue: Other
... by bad weather	30%	23%	34%	26%
... when the car is going to fast	27%	33%	25%	28%
... when the driver has been drinking	23%	24%	21%	31%
... when traffic is heavy	10%	11%	10%	7%
... None of the above/ Doesn't apply	9%	9%	10%	8%
Doesn't apply / Refusal	1%	0%	1%	1%

2.4 Highway driving causes the most fear

Highway driving inspires the most fear (37%), followed by city driving (33%), and driving on small roads (13%).

43% of women, 40% of anglophones, and 54% of people from the Atlantic Provinces are more frightened by highway driving.

However, 9% of Ontarians are more frightened about driving on secondary roads, as are 24% of Quebecers.

Question : *Are you more scared when the car you're in is ... ?*

n=1501	... on the highway	... in the city	... or on secondary roads	None of the above / Doesn't apply	Don't know
Atlantic Provinces	54%	27%	6%	12%	0%
Quebec	25%	34%	24%	16%	1%
Ontario	49%	27%	9%	14%	1%
Prairies	25%	37%	18%	18%	2%
Alberta	23%	43%	18%	13%	2%
British Columbia	30%	43%	5%	21%	1%
Canada	37%	33%	13%	15%	1%

2.5 Nearly three quarters of passengers express their fear to the driver

Throughout Canada, 70% of passengers express their fear to the driver. 25% always do so, 21% do so often, 24% do it rarely, and 21% never do.

32% of women always express their fear and 24% express it often. However, 24% of men never express their fear.

82% of Quebecers claim to express their fear while only 63% of Albertans claim to do so.

Question : *Do you... ..express your fear to the driver?*

n=1501	YES	NO	Doesn't apply	Don't know
Atlantic Provinces	73%	19%	7%	2%
Quebec	82%	14%	3%	1%
Ontario	68%	22%	9%	2%
Prairies	70%	23%	6%	2%
Alberta	63%	28%	8%	2%
British Columbia	70%	21%	8%	1%
Canada	70%	21%	7%	1%

2.6 Nearly half of drivers change their way of driving when the passenger expresses fear

Once a passenger has expressed fear, 46% of drivers will change the way they are driving, and 28% will reassure their passenger. However, 10% of drivers make fun of the passengers and 7% become angry.

When the spouse is the driver, 13% become angry, 15% make fun of their spouse, 27% reassure them and 40% change the way they are driving.

When the driver is not a spouse, 9% become angry when the passenger expresses his/her fear, 10% make fun, 26% reassure and 45% change their way of driving.

Question : *When you express your fear, does the driver generally...*

	YES	NO
<i>Those who are frightened when travelling in a car driven by THEIR SPOUSE</i>		
<i>... make fun of you?</i>	15%	7%
<i>... get angry?</i>	13%	6%
<i>... reassure you?</i>	27%	28%
<i>... or change the way he/she is driving?</i>	40%	50%
None of the above	4%	7%
<i>Those who are frightened when travelling in a car driven by ANOTHER PERSON</i>		
<i>... make fun of you?</i>	10%	9%
<i>... get angry?</i>	9%	5%
<i>... reassure you?</i>	26%	30%
<i>... or change the way he/she is driving?</i>	45%	48%
None of the above	8%	6%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between October 3 and October 6, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.5 , 19 times out of 20.